

Appendix E

Lynchburg Regional Convention and Visitors Bureau On-line Survey

The Lynchburg Regional Chamber of Commerce has contracted the Office of Economic Development at Virginia Tech to conduct a performance audit of the Lynchburg Regional Convention and Visitors Bureau (LRCVB). In an effort to gauge stakeholder satisfaction, business owners, such as yourself, are being asked to complete a brief on-line survey.

Your responses to this survey will be kept confidential and the results will only be used in a compiled survey format to help us identify how the LRCVB can best serve you. Please take a minute and respond to the following questions. Most of the questions can be answered by clicking a “radio button.” Feel free to add any comments in the text boxes.

If you have any questions regarding this survey, please contact Susan Caruvana an Economic Development Specialist with Virginia Tech’s Office of Economic Development at 540.231.2351 or via e-mail at scaruvan@vt.edu.

Thank you for your assistance.

Survey Questions:

- 1) Which category best describes your business? (select one)
 - Accommodation
 - Attraction/Arts/Entertainment
 - Restaurant
 - Retail/Shopping
 - Transportation
 - Other (please describe).....
- 2) Are you aware of the LRCVB?
 - Yes
 - No.....
- 3) On a scale of 1-4, with 4 being “very aware,” how aware are you of what the LRCVB does?
 - 4 Very aware
 - 3 Aware
 - 2 Not very aware
 - 1 I have no idea what the LRCVB does.....

4) Is the LRCVB meeting your expectations?

- Yes
- No

If you responded No to Question 4, please explain.

.....

5) What do you like best about the LRCVB?

.....

6) What do you like least about the LRCVB?

.....

7) Convention Group Marketing Satisfaction:

How satisfied are you with the Bureau's efforts to provide you opportunities to market your business to convention groups? (Select one and add comments if you wish).

- Very satisfied
- Satisfied
- Not satisfied
- No opinion/Does not apply

Comments:

8) Travel Satisfaction:

How satisfied are you with the LRCVB's performance in bringing business to the Lynchburg region? (Select one and add comments if you wish).

- Very satisfied
- Satisfied
- Not satisfied
- No opinion/Does not apply

Comments:

9) Bureau Communications Satisfaction:
How satisfied are you with the Bureau's efforts to keep you informed of Bureau activities and visitor industry developments? (Select one and add comments if you wish).

- Very satisfied
- Satisfied
- Not satisfied
- No opinion/Does not apply

Comments:

10) Overall Satisfaction:
What is your overall satisfaction with the LRCVB? (Select one and add comments if you wish).

- Very satisfied
- Satisfied
- Not satisfied
- No opinion/Does not apply

Comments:

11) On a scale of 1-5 with 5 being "very good," how responsive has the LRCVB been to meeting the tourism-related needs of your business?

5 Very good
4
3
2
1 Not good

12) What could the LRCVB do to improve services in relation to your business?

.....

13) Have you visited the LRCVB website? If no, please skip to question 15.

- Yes
- No

.....

- 14) On a scale of 1-5, with 5 being “very good”, what do you think of the new Lynchburg CVB website?

<http://www.discoverlynchburg.org/index.htm>

5 Very good

4

3

2

1 Not good

.....

- 15) What would you like to see included on the LRCVB website?

.....

- 16) If developed, would you be interested in working on a committee to assist the LRCVB’s promotional efforts?

- Yes
- No

.....

- 17) Would you or anyone on your staff be interested in attending a focus group meeting? If so, you will be contacted with the date and time of the meeting.
A focus group meeting consists of a number of people brought together face-to-face for a free-flowing conversation to discuss issues, ideas and concerns.
- Yes
 - No

Please provide the following contact information if you are willing to participate in a focus group discussion regarding tourism and destination marketing of the Lynchburg region:

Name:

Type of Business:

Phone:

Email: